

MANAGEMENT IN HEALTHCARE

Abstract

Healthcare management is the latest trend in the health care system. This book chapter includes the role, functions and responsibilities of the health care management system. The chapter is designed in a way to provide the complete understanding of the concept of health care management system, roles and responsibilities of health care managers. It also includes the various career prospects of the health care manager and challenges faced by them. This chapter is structured in such a way to explain the difference between healthcare managers and hospital managers. . This book chapter will provide the key reading to students, research scholars as well as healthcare managers guiding them to provide both theoretical and practical knowledge of health care management and helping them in their future prospects.

Keywords: Health care management. Health care managers, roles and function.

Authors

Simran

Associate Professor
Department of Pharmaceutical Sciences
Rs Memorial College of Pharmacy
Panipat, India.
simran.aneja@yahoo.com

Arun Mittal

Associate Professor
Department of Pharmaceutical Sciences
College of Pharmacy, SRMIST
Delhi-NCR Campus, Ghaziabad, Uttar
Pradesh, India.
mittalarun07@rediffmail.com

I. INTRODUCTION

Health care services throughout worldwide are being utilized to improve the health conditions, prolong life, prevention and treatment of diseases. The main aim of health care management is the analysis of health care services, understanding their role, utilization and the application related to patient care and implementing them to improve health status worldwide. This is the emerging field/ industry in healthcare sector focusing mainly on process improvements, innovative technologies, artificial intelligence and data analytics. Apart from these, still there are many challenges faced depending on country, religion and profession.

This chapter provides the role, functions and responsibilities of the health care managers for overall organization benefit. After reading this book chapter student will be able to

- Define healthcare management
- Differentiate between Healthcare Management and Hospital Management
- Analyse Role of health care managers
- Differentiate between functions and responsibilities of the health care managers
- Career prospects in health care management
- Challenges of healthcare managers

II. HEALTHCARE MANAGEMENT

Health care management is the sector which looks after all the patient related health care facilities available in hospital. All organizational policies and procedure are directly managed by healthcare management service providers.

Due to increase in usage of health care services, the role of health care managers is increasing day by day. The health care managers are needed in following places.

1. Hospitals
2. Clinics
3. Nursing homes
4. Universities and research institutions
5. Health insurance Institutions
6. Healthcare Consultancies
7. Public health departments
8. Mental Asylums
9. Rehabilitation centers

III. DIFFERENCE B/W HEALTHCARE MANAGEMENT AND HOSPITAL MANAGEMENT

Although these two terms are similar and used interchangeably, still there are some differences between both.

Healthcare management is a new theoretical aspect of the management industry. Here certain people work together, but the main function is of healthcare manager. A healthcare manager plays the major role for the benefit of organization in helping all associated

professionals like physicians, nurses, and other healthcare professionals by providing the needed support. Hospital management/ manager is the basic necessity of a hospital who manages all the issues related to tools, materials, staff members, doctors, etc. for solution.

Healthcare Management	Hospital Management
Healthcare management is a new emerging field dealing with overall management of administration as well as the hospital networks.	Hospital Management is the key facility for providing services to hospitals.
The key role of health care management is to manage how healthcare services can maximally utilized are acting as safety nets for their communities.	The main role of Hospital management is to develop the hospital's policies and regulations.
Their main work is to be providing support for daily work and not to deal with emergency conditions, which may or may not occur in routine.	Hospital manager's work is to manage onsite work and to deal with emergency /urgent issues whenever they arise.
Health care managers are the support system for hospitals and ensuring the benefit of society as well as community.	Hospital managers are required for routine/smooth daily functioning and deals with emergency /urgent issues whenever they arise
Health care manager's work is different from front lines healthcare service provider.	The main work is to manage hospital's policies and procedures.

IV. ROLE OF HEALTH CARE MANAGERS

Healthcare management is quite an important aspect not only for the safety of the patients but also for maintenance of health care organization functioning. The level of management professionalism depends upon healthcare provision of healthcare institution. In a large institution there are variety of duties like accounting, security, management, nursing, treatment, training and many more apart from health care. That's why an administrator who is a trained and professional are required maintaining all responsibilities and duties. The health care managers in addition to the trustees and executives of healthcare institution usually manage the certain set standards quite effectively keeping the safety and efficacy of the services provide to the patient.

V. DIFFERENTIATE BETWEEN FUNCTIONS AND RESPONSIBILITIES OF THE HEALTH CARE MANAGERS

Based on the functions of a health care manager, the person should have some key skills and some practical skills. The skills which a health care professional is having define his/her functions.

1. Here are Some Key Skills Must be there in Health Care Manager

- Articulate skill
- Moral judgmental skill

- Investigative and analytical skill
- Malleable skill
- Organizational skill
- Workforce management skill
- Managerial skill
- Resolution skill
- Guiding skill
- Interpersonal skill

2. A Health Care Manager Should have these Practical Skills also, apart from the Key Skills such as

- Data Analytical ability
- Great knowledge of Business strategies and principles
- Understanding of Quality standards'
- Assessment of budgets and figures

3. The Common Responsibilities of A Health Care Management Professional or a Health Care Management Team are

- Development and implementation of goals and procedures in the organization
- Novel Research of new improved standards for patient care and services provided by health care organization offered
- Medical and administrative staff Recruitment, training, and management
- Finance Management
- Regulation Compliance and data confidentiality management
- Direct association with all associated members of management and investors

VI. CAREER PROSPECTS IN HEALTH CARE MANAGEMENT

Depending upon the role responsibilities and the title, the career options are quite vast. Health care managers are associated with these common job titles such as

- Case manager
- Clinical director
- Director of social services
- Health advocate
- Health care administrator
- Health care manager
- Health care supervisor
- Health insurance underwriting manager
- Medical director
- Nursing home administrator
- Practice manager
- Public health coordinator
- Public health director
- Rehabilitation manager
- Social welfare administrator

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